Types of SEO

1. On-Page SEO

On-Page SEO means optimizing the pages **inside your website** to rank higher on search engines.

Examples:

- Using the right keywords
- Writing SEO-friendly titles
- Adding meta descriptions
- Optimizing images
- Using headings (H1, H2, H3)
- Internal linking

Simple meaning: Work done **inside the website**.

---

2. Off-Page SEO

Off-Page SEO means activities done **outside your website** to increase its authority and popularity.

Examples:

- Backlink creation
- Social bookmarking
- Article submission
- Guest posting
- Profile creation
- Image submission

Simple meaning: Work done **outside the website**.

---

3. Technical SEO

Technical SEO focuses on improving the **technical performance** of a website so search engines can easily crawl and index it.

Examples:

- Increasing website speed
- Mobile-friendly design

- Creating an XML sitemap
- Fixing broken links
- Using HTTPS (secure website)

Simple meaning: Making the website **fast, secure, and easy for search engines to understand**.

---

4. Local SEO

Local SEO helps businesses appear in **local search results**.

Examples:

- Creating a Google Business Profile
- Adding business address and phone number
- Collecting customer reviews

Simple meaning: Helps local businesses get customers from nearby areas.

---

5. E-commerce SEO

E-commerce SEO is used to optimize **online shopping websites**.

Examples:

- Optimizing product titles
- Writing product descriptions
- Adding product keywords

Simple meaning: SEO for online stores.